

# MESSAGING GUIDE

HARNESS DEPAUW UNIVERSITY'S STORY TO WRITE YOUR OWN ON-BRAND MESSAGING.

## STEP 1: GET INTO CHARACTER

**You're about to communicate the story of DePauw University by creating your own on-brand messaging.**

The first step is to get yourself into character. Remember, DePauw University is a singular human being with one voice—not a fragmented split personality that people can't recognize. So, you must start by assuming the persona of the organization. You are writing and speaking on behalf of this human personality regardless of the specifics of the message.

## STEP 2: LIST THE EVIDENCE

Motivated by the personality and character of DePauw University, identify the tangible evidence that is important to your message. Don't worry about creative flair, just make a list of **facts, data, events, details, people, places** and other pertinent information about the message you desire to create.

## STEP 3: MAP EVIDENCE TO A DIMENSION

DePauw University's master narrative is defined by three storylines. Each storyline is an on-personality messaging pillar. Notice that each storyline is associated with five unique dimensions. These dimensions offer more relevant connections to what you're writing about. Your objective is to "map your evidence" and find the right dimension for your evidence. Review all of the available dimensions across the messaging platform and determine which best aligns with your message:

### Empowering

Providing leadership tools and mentoring to help students reach their fullest potential.

### Collaborative

A developed mindset to build bridges between students, faculty, staff, and community to solve problems.

### Transformative

A distinctive change-driven experience committed to advancing individuals, communities, and the world.

### Distinctive

Confidently projecting and harnessing our uniqueness to deliver an unsurpassed educational experience.

### Experiential

Continuously cultivating a wide variety of opportunities and programming to shape minds and stimulate discovery.

### Intelligent

Harnessing the passion and ability to think critically and adapt at a high level in and out of the classroom.

### Influential

Enacting the skills, credibility, and resolve to make a tangible difference in the world.

### Exploratory

A breadth of education and spirit of discovery that instills actionable curiosity and purpose.

### Inspiring

Encouraging a spirit of questioning and challenging present norms in order to influence the future.

### Connective

Being the critical link between people, places, disciplines, and ideas.

### Passionate

An emotive, motivating force that encourages adventure and connects our community.

### Creative

Inventing and morphing ideas and concepts in fresh and intriguing ways.

### Reformist [A]

A culture that is open, tolerant, ethical, empathetic, and aware of the relevant issues of today and the reform required.

### Courageous

Approaching every challenge and change with hope, energy, and confidence.

### Visionary [A]

Recognizing key challenges and opportunities in advance, and having the ability to imagine and invent solutions.

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## STEP 4: MAP TO THE STORYLINE

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Next, your chosen dimension will guide you to the best storyline for the message you're crafting. For example, a green dimension will guide you to the corresponding green storyline. Note that each storyline is weighted toward certain color characteristics in DePauw University's personality, which will influence the tone and style of your writing.



### DEPAUW'S LEADERSHIP AND INFLUENCE EARNS DISTINCTION

At DePauw University, we stand as a beacon of strength, stability, and influence in a time wrought with uncertainty. We lead through a strong commitment to the excellence of our academic experience, cultivating worthy goals and empowered achievement in ourselves and others. As leaders, we open our minds and hearts to acceptance and connectedness as we address the issues of today, and resolve to be an active influence to create an improved world.



### DEPAUW'S EXPERIENTIAL CULTURE CULTIVATES DISCOVERY

At DePauw University, we approach our residential and academic experience with a depth and variety that embeds a spirit of curiosity in our students and faculty. We approach challenge with an eye toward action and discovery, nurturing a passion for experience and collaborative adventure within our campus community that drives successful outcomes and lifelong connections.



### DEPAUW'S COMMITMENT TO TRANSFORMATION UNLEASHES ADVANCEMENT AND CHANGE

At DePauw University, we endeavor to respond to the challenges of our time through adaption and academic innovation. Our tradition of advancement encourages free thinking, questioning, and respectful conflict in order to envision the solutions required to address important issues. We strive to improve academic outcomes through a carefully crafted vision of relevance and impact in our communities, society, and the world.

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## STEP 5: BUILD YOUR LADDER

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Using a laddering technique, you'll build the basic framework of your message using one of the following two sequences:

### UP THE LADDER

#### 1. EVIDENCE

Start by listing your evidence, or fact...

#### 2. DIMENSION

Integrate the essence of your selected dimension...

#### 3. STORYLINE

Finish by connecting to the main storyline.

### DOWN THE LADDER

#### 1. STORYLINE

Start by utilizing the main storyline...

#### 2. DIMENSION

Integrate the essence of your selected dimension...

#### 3. EVIDENCE

Finish by connecting to your evidence, or fact.

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## STEP 6: GATHER KEYWORDS AND PHRASES

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Once you've chosen the right laddering technique for your message, gather appropriate keywords and phrases that align with your chosen storyline and dimension to help you in the creative-writing process. These can be any bits of content that you feel are inspiring and appropriate for your message. Refer back to the content in the strategy deliverable to assist you.

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## STEP 7: CRAFT THE MESSAGE

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Now you're ready to write! You have all the tools at your disposal to create a narrative that's entirely on-brand, focused, and unique to your communication needs. Go for it!